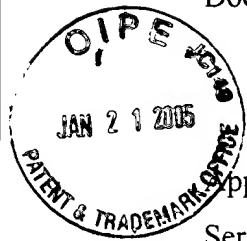


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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Madlener et al.

Serial No. 09/614,572

Examiner: Chang, Jungwon

Filed: July 12, 2000

Group Art Unit: 2154

Title: METHOD AND SYSTEM FOR PRESENTING DATA OVER A NETWORK
BASED ON NETWORK USER CHOICES AND COLLECTING REAL-TIME
DATA RELATED TO SAID CHOICES

SUBSTITUTE POWER OF ATTORNEY

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

The undersigned applicant of the above-identified application hereby revokes all prior powers of attorney, and appoints all practitioners associated with Customer Number 23935, all members of the Bar of the State of California, located at 555 St. Charles Drive, Suite 107, Thousand Oaks, California 91360, Telephone No. (805) 373-0060 as its attorneys with full power to prosecute said application, and to transact all business in the United States Patent and Trademark Office in connection therewith.

Please change the attorney Docket No. from TREES-55071 to the new attorney Docket No. 855-20-002 and address all communications relating to the present application to the attention of David S. Sarisky at Koppel, Jacobs, Patrick & Heybl at the above address.

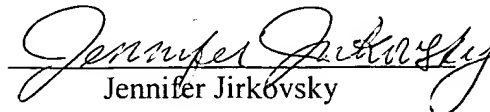
Dated: 1-03-05


Michael B. Madlener

CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Commissioner of Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on

January 17, 2005
Date


Jennifer Jirkovsky